

Empowering Power

December 5, 2006



SoloVision Productions, Inc.
115 West 29th Street, 12th Floor
NYC, NY 10001
solovision.com



Breaking Through

Create Buzz

- Flip the Switch, Get Turned On

Point of Difference

- Energy Independence vs.
Protecting the Environment

Meeting Demand

- Over promising can lead to backlash






Building Trust

Self serving vs. Customer serving

Call to action

- Give people something to do
- Problem Solving

Help make life better

- Inspire, educate, enlighten
 - Go beyond the product
- 

Selling Out

Does it matter why they buy?

Reason to Buy

- Faster, Safer, Bigger, Stronger, Harder, Better, Cooler, Sexier, Smarter, Cleaner, Shinier, NEWER

Buying into an experience

- Advertising Works